

EXHIBIT 48
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UNIFIED ID 2.0

INDUSTRY INITIATIVES

Unified ID 2.0

We're proud to unite our partners around a better approach to identity for advertisers, publishers, and consumers across the open internet.

LEARN MORE

OVERVIEW

An identity fabric for the open internet

Designed with the needs of modern marketers in mind, Unified ID 2.0 (UID2) provides holistic targeting and measurement for an internet that's becoming more privacy-conscious.

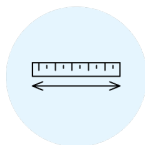




More efficient advertising



Cross-device and cross-channel frequency management



Holistic targeting and measurement

Built to benefit the entire ecosystem



For publishers

UID2 can make advertising more relevant, which in turn can drive more revenue for premium content platforms.

For clean rooms and customer data platforms

Direct integration with UID2 allows for seamless, privacy-conscious workflows and transfer of data for measurement.

For consumers

A universal UID2 opt-out function aims to provide more transparency and greater control of the user experience.

For data partners

Integrating with UID2 can create more durable audience segments for targeting and measurement.



Want to participate? Request access and view documentation.

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How UID2 is different

Interoperable

UID2 integrates with other deterministic and personally identifiable information-based identifiers, extending its utility when consumers log in across the open internet — including on Connected TV.

Portable

Since UID2 has been adopted by many leading ad tech providers and platforms, it's easy for participants to use the identity strategies that work best for them, with the partners they choose.



extra preservation.

Omnichannel

Authentication is increasing across traditional digital, mobile apps, and especially Connected TV — enabling cross-device and cross-channel identity strategies without cookies.

PARTNERS

Our collaborators







[VIEW ALL PARTNERS](#)

NEWS

Get the latest on identity

Read more about Unified ID 2.0 and efforts to develop a better approach to identity for the open internet.



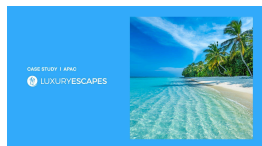


The Trade Desk sees sharp increase in engagement with Unified ID 2.0

FUTURE OF IDENTITY • AUGUST 27, 2022



How UID 2.0 delivered 'tremendous results' for young DTC company, Made In



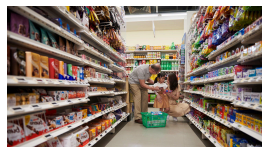
Luxury Escapes takes flight with Unified ID 2.0 strategy to discover new travel audiences

CASE STUDIES • OCTOBER 20, 2023



The Cook Islands map out a new strategy with Unified ID 2.0, welcoming new audiences and greater results

DATA AND MEASUREMENT • SEPTEMBER 29, 2023



FairPrice Group drives results with Unified ID 2.0

RETAIL • MAY 12, 2023

Ready to adopt Unified ID 2.0?

GET STARTED



Let's work together. See what our platform can do for you.

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Do not sell or share my info



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